

IN THE CLAIMS

1. (Currently Amended) A method for developing and interpreting e-commerce metrics of an entity, comprising the steps of:

(1) collecting pages that are commonly transmitted over a computer network;

(2) ~~collecting external data;~~

(3) receiving a list of predetermined, entity-specific criteria defining information relevant to the entity;

(4) receiving a list of rules, wherein a rule is composed of at least one of said entity-specific criteria;

(5) determining whether each of said pages satisfies each of said list of rules therefore obtaining a subset of said pages; wherein said determining step comprises:

parsing content of said pages in said subset using predetermined categories of key words; and

searching for at least one key word in the predetermined categories;

(6) obtaining additional information on any of said subset of said pages not directly retrievable from said pages;

(6A) scoring said subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page; and

(7) generating a report wherein said report includes said list of predetermined, entity-specific criteria and the analyzed statistics, said generating step comprising:

compiling the analyzed statistics from said pages; and

prioritizing said pages utilizing the rules to combine the analyzed statistics and said additional information;

whereby said report is utilized to aid an entity in doing business over said computer network.

2. (Original) The method of Claim 1, wherein said computer network is the global Internet.

3. (Original) The method of Claim 1, wherein said computer network is an intranet.

4. (Original) The method of Claim 1, wherein said computer network is an extranet.

5. (Original) The method of Claim 2, further comprising the steps of:

(8) grouping said subset of pages and said additional information to form a report;
and

(9) obtaining contact information for said report.

6. (Original) The method of Claim 2, further comprising the steps of:

(8) grouping said subset of pages and said additional information to form a report;

(9) obtaining a score for each document of said subset of pages; and

(10) generating said report listing said scores of each of said subset of pages.

7. (Original) The method of Claim 6, wherein step (9) comprises the steps of:

(a) parsing the content of said pages in said subset with predetermined categories;

(b) compiling statistics from said pages;

(c) storing said statistics; and

(d) analyzing said statistics by combining said statistics, said pages and said additional information.

8. (Original) The method of Claim 7, further comprising the steps of:

performing steps (a)-(d) for a plurality of entities.

9. (Currently Amended) A system for developing and interpreting e-commerce metrics of an entity, comprising:

a downloader for searching a computer network, wherein said computer network contains pages;

a page processing module for receiving said pages downloaded from said search of said computer network, said page processing module forming a list of pages;

an archive for storing said pages from each of said list, said pages being downloaded to said archive by said page processing module; and

a database for allowing said page processing module to perform queries of said pages from said each of said list of pages, stored on said archive, in order to produce a report, said report comprising:

parsed content of said pages, whereby the parsed content is parsed with predetermined categories;

analyzed statistics compiled from said pages utilizing at least one key word and statistics based on an amount of key words found on a page;

pages prioritized utilizing the analyzed statistics and said additional information;

whereby said report is utilized to aid an entity in doing business over said computer network.

10. (Original) The system of Claim 9, wherein said computer network is the global Internet.

11. (Original) The system of Claim 9, wherein said computer network is an intranet.

12. (Original) The system of Claim 9, wherein said computer network is an extranet.

13. (Original) The system of Claim 10, further comprising:

a plurality of Web clients that provides a graphical user interface for a user to enter search criteria and communicate with said downloader, thereby controlling said page processing module.

21 14. (Currently Amended) A computer program product comprising a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on a computer that develops and interprets e-commerce metrics of an entity, said computer readable program code means comprising:

first computer readable program code means for causing the computer to collect pages that are commonly transmitted over a computer network;

~~second computer readable program code means for causing the computer to collect external data;~~

third computer readable program code means for causing the computer to receive a list of predetermined, entity-specific criteria defining information relevant to the entity;

fourth computer readable program code means for causing the computer to receive a list of rules, wherein a rule is composed of at least one of said entity-specific criteria;

fifth computer readable program code means for causing the computer to determine whether each of said pages satisfies each of said list of rules therefore obtaining a subset of said pages[[:]], comprising:

thirteenth computer readable program code means for parsing content of said pages in said subset using predetermined categories of key words; and for searching for at least one key word in the predetermined categories of key words;

sixth computer readable program code means for causing the computer to obtain additional information on each of said subset of said pages not directly retrievable from said pages; and

fourteenth computer readable program code means for scoring said subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page;

seventh computer readable program code means for causing the computer to generate a report wherein said report can be used to list of predetermined, entity-specific criteria and the analyzed statistics, comprising:

fifteenth computer readable program code means for compiling the analyzed statistics from said pages, and prioritizing said pages utilizing the rules to combine the analyzed statistics and said additional information;

whereby said report is utilized to aid an entity in doing business over said computer network.

15. (Original) The computer program product of Claim 14, wherein said computer network is the global Internet.

16. (Original) The computer program product of Claim 15, further comprising:
eighth computer readable program code means for causing the computer to group said subset of pages and said additional information to form a report; and

ninth computer readable program code means for causing the computer to obtain contact information for said report.

17. (Original) The computer program product of Claim 15, further comprising:

eighth computer readable program code means for causing the computer to group said subset of pages and said additional information to form a report;

ninth computer readable program code means for causing the computer to obtain a score for each pages of said subset of pages; and

tenth computer readable program code means for causing the computer to generate said report listing said scores of said subset of pages.

18. (Original) The computer program product of Claim 17, wherein said ninth computer readable program code means comprises:

eighth computer readable program code means for causing the computer to parse the content of said pages in said subset with predetermined categories;

ninth computer readable program code means for causing the computer to compile statistics from said pages;

tenth computer readable program code means for causing the computer to store said statistics; and

eleventh computer readable program code means for causing computer to analyze said statistics by combining said statistics, said pages and said additional information.

19. (Currently Amended) The computer program product of Claim 18, further comprising:

twelfth computer readable program code means for causing the computer to perform ~~steps~~ (b)-(d) the eighth, ninth, tenth, and eleventh computer readable program code for ~~[[on]]~~ a plurality of entities.